DETERMINANTS AFFECTING CONSUMERS ON BUYING DECISIONS SAMSUNG GALAXY SMARTPHONES IN THE CITY OF BANDAR LAMPUNG

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ARTICLEINFO	ABSTRACT
Keywords: smartphones; samsung; decision; consumer	Consumer purchasing decisions for Samsung Galaxy smartphones are influenced by various factors such as product quality, brand, price, features, and promotions. Research on the determinants that influence consumer purchasing decisions for Samsung Galaxy smartphones in Bandar Lampung City is very important to do in order to assist manufacturers in developing appropriate and effective marketing strategies. The quality of the products owned by the Samsung Galaxy smartphone is very good, starting from the design, speakers and screen design which uses a super AMOLED panel with an elegant and also thin design so that it is easy to hold, even other brands such as Oppo and Vivo also rely on super AMOLED panels made by Samsung. . From this explanation, it can be interpreted that the product quality of the Samsung galaxy smartphone is very good and is not only ogled by consumers but also ogled by other manufacturers. The city of Bandar Lampung is a city whose residents already use smartphones of various brands. The average smartphone user is from the age of 15 and over, where the population aged 15 and over in Lampung airports in 2021 is 510,483 people based on data from the Lampung Province BPS. Therefore, research conducted in Bandar Lampung City with a focus on Samsung Galaxy smartphones has important value for understanding consumer preferences in the region. In this research, An analysis will be carried out to identify the factors that influence consumer purchasing decisions for Samsung Galaxy smartphones in the city of Bandar Lampung. This research is expected to contribute to decision makers in the technology and communications industry, as well as provide a reference for further research in this field.
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1. INTRODUCTION

In today's digital era, communication technology is growing rapidly. One of the communication technology products that is the primary need of society is a smartphone. Samsung Galaxy smartphone is one of the most popular smartphone brands in Indonesia, including in the city of Bandar Lampung. Currently, competition in the smartphone industry is getting tougher, so manufacturers must be able to develop appropriate marketing strategies to maintain and increase their market share. Consumer purchasing decisions for Samsung Galaxy smartphones are influenced by various factors such as product quality, brand, price, features, and promotions.

Product quality is the company's effort to provide characteristics to a product in order to meet consumer expectations(Suryani & Batu, 2021). According to Kotler and Armstrong (2004) in the book(Dr. M. Anang Firmansyah, SE, 2019)Product quality is the ability of a product to perform its functions, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. The quality of the products owned by the Samsung Galaxy smartphone is very good, starting from the design, speakers and screen design which uses a super AMOLED panel with an elegant and also thin design so that it is easy to hold, even other brands such as Oppo and Vivo also rely on super AMOLED panels made by Samsung. . From this explanation, it can be interpreted that the product quality of the Samsung galaxy smartphone is very good and is not only ogled by consumers but also ogled by other manufacturers.

According to research results(Suryani & Batu, 2021)states that product quality partially has a positive effect on purchasing decisions. The results of the study stated that product quality partially and simultaneously had a positive and significant effect on smartphone product purchasing decisions(Suartina;, 2021). The city of Bandar Lampung is a city whose residents already use smartphones of various brands.

The average smartphone user is from the age of 15 and over, where the population aged 15 and over in Lampung airports in 2021 is 510,483 people based on data from the Lampung Province BPS. The following data on the number of smartphone users from various brands can be seen in the table below.

Table 1. Estimated smartphone users in Bandar Lampung City

No	Smartphone Brand	Number of smartphone users	Percentage of users (2021)	Amount
1	Huawei	510,483	19.6%	100,054
2	Samsung	510,483	18.9%	96,481
3	apples	510,483	15.8%	80656
4	Vivo	510,483	9.8%	50,027
5	Xiaomi	510,483	9.7%	49,516
6	Oppo	510,483	9.1%	46,453
7	Etc	510,483	17.1%	85,761

Data source: Canalys Smartphone Analytics Market Pulse 2021/Kompas.com (Data processed)

Based on table 1 above, the number of users of the Huawei smartphone brand in Bandar Lampung is around 100,054 people, then Samsung galaxy smartphone users are around 96,481 people, and Apple brand smartphone users are around 80,656 people. Vivo smartphone users are around 50,027 users, then Xiaomi are around 49,516 users and Oppo smartphones are around 46,453 users. Meanwhile, smartphone users with other brands are around 85,761. Based on the data listed above, there are 96,481 Samsung galaxy smartphone users, which is 18.9% of the 510,483 smartphone users in Bandar Lampung City.

Many previous studies have been conducted to identify the factors that influence consumer purchasing decisions on technology products, including smartphones. However, these studies are generally carried out in different regions with different market conditions. Therefore, research conducted in Bandar Lampung City with a focus on Samsung Galaxy smartphones has important value for understanding consumer preferences in the region. In this study, an analysis will be carried out to identify the factors that influence consumer purchasing decisions for Samsung Galaxy smartphones in the city of Bandar Lampung. This research is expected to contribute to decision makers in the technology and communications industry, as well as provide a reference for further research in this field.

2.   LITERATURE REVIEW
Marketing Mix
According to Kotler and Keller (2012), defines the marketing mix as a set of marketing tools used by the company to achieve its marketing objectives in the target market. According to Nembah (2011) elements of the marketing mix to achieve marketing objectives(Hidayah et al., 2021). The marketing mix is the specific, detailed, action-oriented tactics for addressing the pricing, product, promotion, and distribution strategies that a company uses to make and execute its target market decisions. Marketing mix planning must be done carefully to form a good image and perception(Paujiah et al., 2020).

Product
Product (product) According to Kotler and Armstrong (2012) product is managing product elements including planning and developing the right product or service to be marketed and changing existing products or services by adding other actions that affect various - kinds of products or services. According to Kotler, Keller, Brady, Goodman, Hansen (2019) a product is anything that can be offered to a market to satisfy consumer wants and needs. Product is something that can be offered to the market to be noticed, used, owned, or consumed so as to satisfy the wants or needs of consumers.

Marketplaces
According to(Ardy & Nainggolan, 2022)revealed that the marketplace can be interpreted as a website that provides buying and selling facilities for shops. Marketplace and traditional markets have almost the same concept. Marketplace provides a place to sell and helps sellers to meet buyers and make payments easily. Marketplace is an application that acts as a liaison between sellers and buyers in online transactions in cyberspace, and as a third party. Marketplace can also be used as a means of payment transactions. Apart from being used as an online transaction with sales features, the marketplace has very secure payment facilities for both sellers and buyers(Ma'rifah et al., 2021).

Brand ambassador (Brand Ambassador)

A brand ambassador is someone who has a passion for a brand, wants to introduce it and even voluntarily provides information about the brand itself (Andina, 2019). According to (Nurwanti & Aulia, 2022) defines a brand ambassador as someone who acts as a representative for certain products or services from a brand and has a major impact on sales of these products or services. Meanwhile, according to (Jamiat, 2021) brand ambassadors are figures known for their achievements in different fields from the product groups they support and their involvement is commonly referred to as brand endorsers or brand ambassadors.

Buying decision

Purchasing decisions are important things that must be considered by the company. This is because the purchase decision is the basis for the company's considerations in developing the next marketing strategy. The success of the company's marketing strategy will be determined by how consumers make purchasing decisions. During the decision-making process, consumers are faced with several choices in making decisions. Producers need to build brands that consumers like with marketing strategies and product innovations so as to provide choices according to what consumers want(Suheri et al., 2022). Purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known by the public.(Taotao & Lihong, 2016).

3. METHOD

This research is a research with quantitative methods and through a causality associative approach. Quantitative method is data in the form of numbers. According to (Hasan, 2017) causal associative research is research that aims to analyze the relationship between one variable and another variable or how a variable (X) affects another variable (Y). This study aims to determine the effect of product quality, price perception, marketplace and brand ambassadors on purchasing decisions for Samsung Galaxy Smartphones.

The data sources used in this research are primary data and secondary data. Primary data is data collected by researchers themselves in the form of a questionnaire. Secondary data is data that has been processed for certain purposes by certain parties (Umi Narimawati: 2019). Secondary data obtained by researchers is data in the form of articles.

According to Arikunto (2005) data collection techniques are methods that can be used by researchers to collect data. How to show something that is abstract, cannot be realized in objects that are visible to the eye, but can only be shown by the user. Data collection is a systematic and standard procedure for obtaining the necessary data. There is always a relationship between the method of data collection and the research problem to be solved (Nazir, 2005). Collecting data in this study is by distributing questionnaires.

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The population in this study were people who had bought a Samsung smartphone in Bandar Lampung City. Based on background data, there were around 96,481 Samsung galaxy smartphone users or 18.9% of the 510,483 smartphone users in Bandar Lampung City.

The research sample is part of the population that is used as the object of research. The sampling technique used is Non-Probablity Sampling by Purposive Sampling. "Purposive sampling is a sampling technique with certain considerations" (Sugiyono, 2019: 138). Because the population data is known, the researcher used the slovin formula to determine the number of samples in the study (Umar, 2008:79).

The following is the slovin formula for sampling:

$$n = \frac{N}{1 + (N.e^2)}$$

Information :
N = Number of members in the population
n = Number of samples
e = Tolerable degree of storage 10%

$$n = \frac{96.481}{(1 + (96.481 \; x \; 10\%^2))}$$

$$n = \frac{96.481}{(1 + (96.481 \; x \; 0,1^2))}$$

$$n = \frac{96.481}{(1 + (96.481 \; x \; 0,01))}$$

$$n = \frac{96.481}{(1 + 964,81)}$$

$$n = \frac{96.481}{965,81}$$

n = 99.89

The results of the calculation of the slovin formula, the number obtained is 99.89 when rounded, the sample in this study is 100 respondents. The minimum sample used is 100 respondents. To increase research confidence and distribute questionnaires more evenly, the questionnaires distributed are as many as 150. Determination of research respondents will use sampling criteria.

Research variable

The research variable is something that is determined by the researcher to be studied so that information is obtained and then conclusions are drawn (Sugiyono: 2016). This variable uses two variables, namely the independent and dependent variables.

1. **Exogenous Variables**

   Exogenous (independent) Variablesis an independent variable that is a variable that affects or becomes a cause of change or emergence of the dependent variable. The independent variables of this study are Product Quality (X1), Price Perception (X2), Marketplace (X3) and Brand Ambassadors (X4).

2. **Endogenous Variables**

   Endogenous Variable (Dependent)is the dependent variable. The dependent variable is the variable that is affected or is the result, because of the independent variables. The dependent variable in this study is the Purchase Decision (Y).

Data analysis in this study uses the Partial Least Suare (PLS) approach. PLS is a component- or variant-based Structural Equation Modeling (SEM) model. SEM and PLS are an alternative technique in SEM analysis where the data used does not have to be normally distributed multivariate (Oda et al., 2014). Besides being able to be used to confirm theories, PLS can also be used to explain whether or not there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and formative indicators.

4. RESULTS AND DISCUSSION

Data analysis

Data processing techniques using the SEM method based on Partial Least Square (PLS) testing to see the Fit Model of a study (Ghozali, 2006). These stages are as follows:
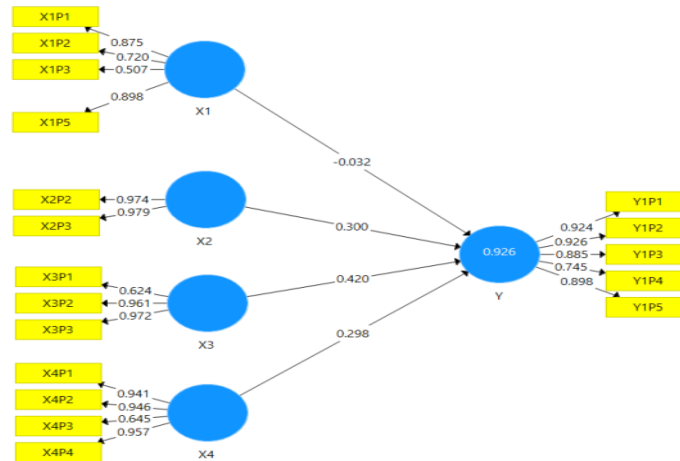
Figure 1. Structural Model

Assessing the Outer Model or Measurement Model

There are three criteria in the use of data analysis techniques with SmartPLS to assess the outer model, namely Converegent Validity, Discriminant Validity and Composite Reability. Convergent validity of the measurement model with reflective indicators is assessed based on the correlation between the item score/component score estimated by the PLS software. The individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. However, according to Chin, 1998 (Ghozali, 2006) for the early stages of research, the development of a measurement scale for a loading value of 0.5 to 0.6 was considered sufficient. In this study used a loading factor limit of 0.50.

Table 2. Outer Loadings (Measurement Model)

Statement	Model
Product Quality (X1)	
X1P1	0.875
X1P2	0.720
X1P3	0.507
X1P4	-
X1P5	0.898

Table 3. Outer Loadings (Measurement Model)

Statement	Model
Price Perception (X2)	
X2P1	-
X2P2	0.974
X2P3	0.979

Table 4. Outer Loadings (Measurement Model)

Statement	Model
Marketplaces (X3)	
X3P1	0.624
X3P2	0.961
X3P3	0.972

Table 5. Outer Loadings (Measurement Model)

Statement	Model
Brand Ambassador (X4)	
X4P1	0.941
X4P2	0.946
X4P3	0.645

X4P4	0.957

Table 6. Outer Loadings (Measurement Model)

Statement	Model
Purchase Decision (Y)	
Y1P1	0.924
Y1P2	0.926
Y1P3	0.885
Y1P4	0.745
Y1P5	0.898

The results of processing using SmartPLS can be seen in the outer loading table for each variable where the outer model value or the correlation between the construct and the variable shows that all loading factors have values above 0.50.

Hypothesis test

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Testing the hypothesis in this study used a significant level of 10% or Alpha (0.1) following the results of the Path Coefficients test in this study:

Table 7. Path Coefficients

	Original Sample (O)	T Statistics	P Values
X1 -> Y	-0.032	1.017	0.309
X2 -> Y	0.300	2,568	0.011
X3 -> Y	0.420	3,328	0.001
X4 -> Y	0.298	2,660	0.008

In addition to testing the hypothesis partially, an F test is also carried out which is used to find out whether simultaneously (simultaneously) the independent variables have an influence or not an effect on the dependent or dependent variable, the following are the results of the F test:

Table 8. F. Test

ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	1234,224	4	308,556	207,214	,000b
residual	171,243	115	1,489		
Total	1405,467	119			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand ambassador, Product Quality, Marketplace, Price Perception

Discussion
The influence of product quality (X1) on purchasing decisions for Samsung galaxy smartphones

Product quality is the company's effort to give characteristics to a product in order to meet consumer expectations (Suryani & Batu, 2021). According to Kotler and Armstrong (2004) in the book (Dr. M. Anang Firmansyah, SE, 2019) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. .According to the results of the study (Suryani & Batu, 2021) stated that product quality partially has a positive effect on purchasing decisions. The results of the study stated that product quality partially and simultaneously had a positive and significant effect on the decision to purchase smartphone products (Suartina, 2021).

However, this study shows different results where product quality does not affect the decision to buy a Samsung Galaxy Smartphone. The supporting journals for the results of this study, according to the results of the study(Supu et al., 2021)hypothesis testing found that partially Product Quality has no significant effect on Samsung Smartphone Purchase Decisions. The results of other studies show that product quality

has no significant effect on purchasing decisions for Oppo smartphones. This indicates that product quality is not a determining factor in purchasing decisions.(Septiani & Prambudi, 2021).

Influence of Marketplace (X3) on Samsung galaxy smartphone purchasing decisions

Based on the results of this study, it states that the Marketplace has an effect on the decision to buy a Samsung Galaxy Smartphone. The proven results of hypothesis testing which prove that the marketplace has an effect on purchasing decisions is supported by research results from (William & Aripradono, 2020) that the marketplace has a significant effect on purchasing decisions. Whereas in (Nurul Hidayah et al., 2022) states that the marketplace has an effect on increasing sales.

The influence of brand ambassadors on purchasing decisions of Samsung galaxy smartphones

Samsung Galaxy Smartphone. The results of testing the hypothesis which proves that the marketplace has an effect on purchasing decisions are supported by the results of research from According to the results of research (Brestilliani, 2020) brand ambassadors have a positive and significant effect on purchasing decisions. The results of the study stated that brand ambassadors have a significant influence on Wardah product purchasing decisions(Andina, 2019).

Simultaneous Influence of Product Quality (X1), Perceived price (X2), Marketplace (X3) and Brand Ambassador (X4) on the purchasing decision of Samsung galaxy smartphone (Y)

The results of the research conducted in this study that in the simultaneous test of brand quality, price perception, marketplace and brand ambassadors on purchasing decisions simultaneously obtained an F test value of 207.214 > F-(table) 1.99 then a significance value of 0.000 < 0, 5 then in this study that simultaneously variable product quality (X1), price perception (X2), Marketplace (X3), and Brand Ambassador (X4) affect variable Y, namely purchasing decisions.

Judging from the results of the R test research above, the R value is 0.926 or 92.6%, meaning that the ups and downs of the dependent variable, namely purchasing decisions, are influenced by the independent variables, namely product quality, price perception, marketplace and brand ambassadors by 92.6% while the remaining 7 .4% is influenced by other variables. Thus the results of the multiple coefficient test (R) of the product quality, price perception, marketplace and brand ambassador variables on purchasing decisions can be said to be very strong because they are included in the interval 0.80 - 1.000 or with a percentage of 92.6%.

This shows that the high and low purchasing decisions of Samsung galaxy smartphones can be reflected in good product quality, more affordable prices for consumers, convenience when pre-ordering in the marketplace and the attractiveness and promotional power of brand ambassadors.

5. CONCLUSION

Product quality is not influence on purchasing decisions Samsung galaxy smartphone. Price perception influence on purchasing decisions Samsung galaxy smartphone. Marketplaces effect on purchasing decisions purchasing decisions Samsung galaxy smartphone, Brand ambassador effect on purchasing decisions purchasing decisions Samsung galaxy smartphone. Product quality, price perception, marketplace and brand ambassadors simultaneously influence purchasing decisions.

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